

Thank you for attending our press conference today.

In order to reduce administrative expenses and ensure that at least 66 percent of our Small Business Administration STEP grant funds go directly to our Nevada exporters, we have posted NITRO's media kit online. Thank you for your understanding.

Please visit **<http://NITRO.nv.gov>** for more information on the NITRO initiative.  
For interview opportunities and press inquiries, please contact:

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## Press Release

**For Immediate Release: November 1, 2011**

For more information contact:  
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### **Silver State Announces New Nevada Investment & Trade Revenue Opportunities (NITRO)**

Initiative Builds Upon SBA STEP Grant Award to Fill Nevada's Export Pipeline

**Carson City, NV.** - Today, Lt. Governor Brian K. Krolicki rolled out the Nevada Investment & Trade Revenue Opportunities (NITRO) initiative, which is funded in part by a \$239,318 U.S. Small Business Administration (SBA) grant through the State Trade and Export Promotion (STEP) Pilot Grant Initiative. The Nevada Office of Economic Development (OED) will administer the NITRO program. "NITRO will propel Nevada into a more prosperous future," said Lt. Governor Krolicki. "By participating in NITRO's programs, Nevada's small companies will receive the knowledge and tools needed to conquer the global trade process. The anticipated result will be an explosion of growth in export revenues."

### **The NITRO Initiative consists of four key programs and events:**

**The Market Entry Program (MEP)** - This STEP funded program will help small businesses market products overseas. Nevada companies may apply to receive up to 50 percent reimbursement for eligible marketing expenses. Matching funds are allocated to companies on a yearly basis depending upon their international marketing plan. The minimum funding request is \$2,500. Companies must spend \$5,000 in promotional activities to be reimbursed \$2,500 (50 percent) by OED. The maximum funding request is \$12,500. Applications are due by December 1, 2011. Participants will be notified by the Governor's Office on January 3rd.

**State Diplomatic Luncheon** - To facilitate relationships with the Consuls with Nevada jurisdiction, consuls general and the Nevada Consular Corps an event will be held in Las Vegas in May 2012, which is World Trade Month.



## Press Release

**State-Directed Trade Mission on Renewable Energy** - In June 2012, a delegation from the State of Nevada will embark on a trade mission to Germany and Spain. The state's vast solar and geothermal resources have captured the attention of the world and global investment has spurred this dynamic industry concentration. A Nevada delegation will meet with government officials and participate in pre set business matchmaking meetings with manufacturers, buyers and distributors of renewable energy technologies. The mission will be funded in part by the STEP grant and participant registration fees.

**Governor's Conference on Exports and Manufacturing** - In September 2012, the State of Nevada will reinvigorate the Governor's Conference series with a conference in Reno as an annual wrap-up to NITRO related activities and recognize participants. This will be funded by STEP as well as sponsorships and registrations.

Companies who are interested in learning more about the NITRO initiative and whether or not they qualify for STEP partnership funds can visit NITRO's new website at <http://NITRO.nv.gov> or call Alan Di Stefano or Brittany McLean at the OED at 800-336-1600.

### About the Nevada Office of Economic Development (OED)

The office will promote, aid and encourage economic development in the State of Nevada. This is achieved through programs including national and international Business Development, Community Development Block Grants, Procurement Outreach and the Nevada Film Office. More information can be accessed at [www.diversifynevada.com](http://www.diversifynevada.com) or by calling 800-336-1600.

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## Historical Press Release

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Friday, October 14, 2011

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### Nevada Receives \$239,318 Federal Grant to Support Small Business Exports

The State of Nevada has received a \$239,318 Small Business Administration (SBA) grant through the State Trade and Export Promotion (STEP) Pilot Grant Initiative. This grant will stimulate and strengthen Nevada's global trade. The State of Nevada Office of Economic Development (OED) will administer the grant throughout the state with the goal of filling Nevada's export pipeline.

Reno, NV (PRWEB) October 04, 2011

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The State of Nevada has received a \$239,318 Small Business Administration (SBA) grant through the State Trade and Export Promotion (STEP) Pilot Grant Initiative. STEP aims to increase the number of small businesses exporting and to increase the value of exports for those small businesses currently exporting. In support of the President's National Export Initiative, STEP dispenses a two-year, \$30 million annual appropriation targeted to double U.S. exports over the next five years and to give America a competitive edge in the global market. The State of Nevada Office of Economic Development (OED) will administer the grant throughout the state with the goal of filling Nevada's export pipeline.

"This grant provides partnership funds and access to global resources to Nevada's small businesses that wisely look to exports for future sales growth and prosperity," said Nevada Governor Brian Sandoval. "Increasing our export activity will contribute to a brighter future for Nevada."

Exports infuse nearly \$6 billion into Nevada's economy each year (OED). Over 400 exporters currently sell products to 175 countries and employ nearly 35,000 Nevadans. According to the SBA, nearly 96 percent of consumers and over two-thirds of the world's purchasing power reside outside the United States. Small business reasons to export include: reduced dependence on the domestic market; diversified sources of revenue; extended sales potential and product shelf life of existing products; and stabilized seasonal markets and sales fluctuations.

"By learning how to leverage the economic power of exporting, small businesses will help get Nevadans working again," said Steve Hill, interim executive director of the OED. "Nevada ranks first in export intensity growth according to the U.S. Chamber of Commerce. STEP will bolster that growth as well as a sense of pride, optimism and opportunity for Nevada's small businesses."

In the coming weeks, Governor Sandoval will announce Nevada's program and detail how the small businesses can access grant resources. "Companies that have hesitated to explore global expansion due to economic uncertainty now have the education and the financial assistance to move forward and succeed," said Sandoval. "This is a great day for Nevada's small businesses."

Nevada companies who are interested in receiving information on the grant funds prior to the official launch may contact Brittany McLean at the OED at 800-336-1600.

About The Office of Economic Development


The State of Nevada Office of Economic Development (OED) was created by Assembly Bill 449, which passed during the 2011 Legislative session with bipartisan support. The OED is lead by the new Economic Development Board, which consists of eleven individuals from across Nevada who represent economic sectors targeted to diversify the state's economy and to help get Nevadans working again. The primary role for the OED is to promote a robust, diversified and prosperous economy based on innovation, human ingenuity and sustainability. The OED manages statewide programs including national and international Business Development, Community Development Block Grants, Procurement Outreach and the Nevada Film Office. Visit <http://www.diversifynevada.com> or call 800-336-1600.

About the Small Business Administration

#### Contact

**Kimberly Elliott**  
State of Nevada Office of  
Economic Development  
775.687.9911  
[Email](#)

#### Attachments

 Shift in Nevada Exports to Emerging Markets

Shift in Nevada Exports to Emerging Markets

 Nevada Exports to Emerging Markets  
 Nevada Exports to Emerging Markets



State of Nevada and SBA Logos with acknowledgement

“ This grant provides partnership funds and access to global resources to Nevada's small businesses that wisely look to exports for future sales growth and prosperity. ”




## Historical Press Release

Every day, the U.S. Small Business Administration and its nationwide network of resource partners help millions of potential and existing small business owners start, grow and succeed. The SBA was created on July 30, 1953 with the signing of the Small Business Act and its function is to aid, counsel, assist and protect, insofar as is possible, the interests of small business concerns. The Nevada SBA district has offices in Las Vegas and Reno. For more information about the SBA's export programs that help businesses to get started or to expand current exports, contact David Leonard, 775-827-4923, david(dot)leonard(at)sba(dot)gov.

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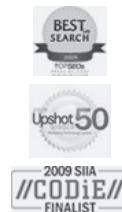
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## Quotations

"NITRO will propel Nevada into a more prosperous future," said Lt. Governor Brian K. Krolicki. "By participating in NITRO's programs, Nevada's small companies will receive the knowledge and tools needed to conquer the global trade process. The anticipated result will be an explosion of growth in export revenues."

"Nevadans are innovators" said Steve Hill, Interim Executive Director of the Nevada Office of Economic Development (OED). "Our pioneers created tools they needed to succeed. Today, Nevadans are designing and manufacturing the products that address the world's needs."

According to research conducted by the OED, 30 percent of non-exporters say they would export if they had information on how to get started, best markets for their products, potential buyers and export procedures. "If you are a Nevada company who wants to enter the export market, strengthen a current exporting program, or participate in a trade mission to explore your overseas opportunities - you now have the means to move forward and succeed," said Steve Hill, Interim Executive Director of the Nevada Office of Economic Development (OED).

"Sixty-six percent of Nevada's STEP Grant funds will be paid directly to companies to engage in the export market," said Alan Di Stefano, Director of Global Business Development for the OED.



## Frequently Asked Questions (FAQs)

Page 1

### **What is the Nevada Investment & Trade Revenue Opportunities (NITRO) Initiative?**

The Nevada Investment & Trade Revenue Opportunities (NITRO) initiative will fuel the export trade promotion activities of the Nevada Office of Economic Development (OED) for the next two years. NITRO is funded in part by a \$239,318 Small Business Administration (SBA) grant through the State Trade and Export Promotion (STEP) Pilot Grant Initiative. The Nevada Office of Economic Development (OED) will administer the NITRO program with the goal of filling Nevada's export pipeline. By participating in NITRO's programs, Nevada's small companies will receive the knowledge and tools needed to conquer the global trade process. The anticipated result will be an explosion of growth in exports, which infuse nearly \$6 billion into Nevada's economy each year (OED). According to research conducted by the OED, 30 percent of non-exporters say they would export if they had information on how to get started, best markets for their products, potential buyers and export procedures.

If you are a Nevada company who wants to enter the export market, strengthen a current exporting program, or participate in a trade mission to explore your overseas opportunities - you now have the means to move forward and succeed, thanks to the power of NITRO.

### **What are the major components of the initiative?**

The NITRO Initiative consists of four key programs and events:

**The Market Entry Program (MEP)** - This STEP funded program will help small businesses market products overseas. Nevada companies may apply to receive up to 50% reimbursement for eligible marketing expenses. Matching funds are allocated to companies on a yearly basis depending upon their international marketing plan. The minimum funding request is \$2,500. Companies must spend \$5,000 in promotional activities to be reimbursed \$2,500 (50%) by OED. The maximum funding request is \$12,500. Applications are due by December 1, 2011.





## Frequently Asked Questions (FAQs)

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On November 15th, there will be a statewide videoconference to roll out the MEP Program, which will include a two hour Application Workshop to help companies determine, "Is exporting right for my company?" In November and December, two two-day export certification workshops will be held for companies new to exporting which will provide the technical knowledge and skills necessary for export driven business expansion. Attendees will earn a Nevada Export Certification upon completion. These events will be held in conjunction with Nevada's technical resource partners—Small Business Administration, Department of Commerce, SBDC and NV Industry Excellence.

**State Diplomatic Luncheon** - Governor Sandoval will host this STEP funded event for consuls general and the Nevada Consular Corp in Las Vegas in May 2012, which is World Trade Month.

**State-Directed Trade Mission on Renewable Energy** - In June 2012, Governor Sandoval will lead a trade mission to Germany and Spain. The state's vast solar and geothermal resources have captured the attention of the world and global investment has spurred this dynamic industry concentration. A Nevada delegation will meet with government officials and participate in pre set business matchmaking meetings with manufacturers, buyers and distributors of renewable energy technologies. The mission will be funded in part by the STEP grant and participant registration fees.

**Governor's Conference on Exports and Manufacturing** - In September 2012, Governor Sandoval will host a conference in Reno as an annual wrap-up to NITRO related activities and recognize companies, exporters, and manufacturers who have participated. This will be funded by STEP as well as sponsorships and registrations.

### Why is this important to Nevada's business community?

This SBA funded program will be instrumental in filling our export pipeline. Nevada ranks first in export intensity growth according to the U.S. Chamber of Commerce. NITRO will boost that growth as well as a sense of pride, optimism and opportunity for Nevada's small businesses. Small business reasons to export include: reduced dependence on the





## Frequently Asked Questions (FAQs)

Page 3

domestic market; diversified sources of revenue; extended sales potential and product shelf life of existing products; and stabilized seasonal markets and sales fluctuations. By learning how to leverage the economic power of exporting, our state's small businesses will help diversify the economy and get Nevadans working again.

### Who can qualify for the program?

#### Your company must:

- Be a duly registered U.S. based business with a current Nevada Business License
- Be considered a "small business" as defined by the Small Business Administration
- Not be eligible to apply to other federally funded market access programs such as USDA for the same products
- Not use funds for activities within the U.S., its territories or federally prohibited countries
- Not use funds for activities considered "cost of doing business" such as office costs, salaries or capital expenditures

### As Nevada small business, why should I consider exporting?

According to the SBA, nearly 96 percent of consumers and over two-thirds of the world's purchasing power reside outside the United States. The worldwide internet population equation equals 1 billion users and potential customers. That represents an unprecedented market for progress and profits for Nevada's small businesses.

No company is too small to go global. 97 percent of the US exporters are small businesses. Nearly 42 percent of US exporters have fewer than 19 employees.

In Nevada 98.6% of business in Nevada are small businesses. Your small business may be a perfect match for exporting. Even if your product has no obvious foreign market, the Office of Economic Development can help you identify needs, utility, quality, innovation, service and consumer tastes that can make your company competitive on a global scale.



## Frequently Asked Questions (FAQs)

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### **What is the schedule of major activities for 2011-2012?**

The complete schedule through September 30, 2012 can be found at:  
**<http://NITRO.nv.gov>**.

### **How is the initiative funded?**

The Nevada constitution prohibits using general fund money to invest directly in companies. However, Nevada Office of Economic Development has been able to assist companies to grow in export arena through federal grant programs (i.e., USDA programs grew agriculture exports 270% over the last few years). NITRO is funded in part by a \$239,318 U.S. Small Business Administration (SBA) grant through the State Trade and Export Promotion (STEP) Pilot Grant Initiative. Other sources include participant partnerships, application and registration fees, and sponsorships. Sixty-six percent of Nevada's STEP Grant funds will be paid directly to companies to engage in the export market.

### **Who has oversight of NITRO?**

The Nevada Office of Economic Development (OED) will administer the NITRO program, with assistance by a public advisory board in performing the MEP applicant selection. The Nevada Market Entry Program's applicant review committee consists of 16 members: 11 current Nevada-based companies that are successfully engaged in exporting activities; partner agencies—Small Business Administration, Department of Commerce, SBDC and NV Industry Excellence; OED's Director of Global Business and one member of the agency's board of directors.



## Frequently Asked Questions (FAQs)

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### Who are the community partners that will help support the program?

In addition to the Small Business Administration (SBA) STEP Grant funding, the Reno and Las Vegas offices of the SBA will offer consulting resources for all participants. Other partners include the SBDC, the US Commercial Service Global Environmental Team under the US Department of Commerce and Nevada Industry Excellence, and the Industrial Extension Program of the Nevada System of Higher Education.

### How can I get more information?

Please visit <http://NITRO.nv.gov> for more information on the NITRO initiative. For interview opportunities and press inquiries, please contact:

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## Key Staff and Resource Partners

### Office of Economic Development Key Staff

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### Successful Nevada Small Business Export Story

American Pet Diner is just one example of a Nevada small business export success story. The Nevada Office of Economic Development was instrumental in assisting the company identify overseas markets and helped them obtain federal grant funding through USDA for the export promotion of their products. Please see the video of their story at:

<http://www.youtube.com/watch?v=BbldqEOSF8o>

### Link to PR Web Press Release October 4, 2011

"Nevada Receives \$239,318 Federal Grant to Support Small Business Exports" can be found at:

<http://www.prweb.com/releases/2011/10/prweb8844064.htm>

### Photos

Photos from OED export related activities and tradeshowes can be found at:

<http://www.flickr.com/photos/diversifynevada/sets/72157627823008909/>

### PowerPoint

"Give Your Small Business a Boost by Exporting," for small companies interested in the NITRO program can be found at: <http://NITRO.nv.gov>



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